

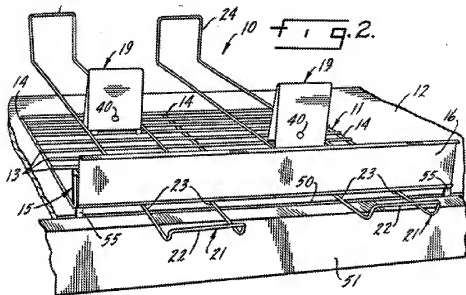
6. Claim 45 has been withdrawn.
7. Claim 53 has been withdrawn. Claim 54 was previously withdrawn.
8. The rejection of claims 50 and 51 is respectfully traversed. Claims 50-51 relate to an arranging means placed in a display box. Jarecki teaches displaying boxes on an alignment device, but does not teach or suggest arranging items in a display box.
9. The rejection of claims 55 and 56 is respectfully traversed. Jarecki does not teach or suggest inverting a display box to insert an arranging means as claimed in claims 55 and 56.
10. Claims 57 and 58 were previously withdrawn.
11. The rejection of Claim 59 is respectfully traversed. Jarecki teaches away from Claim 59 by providing an adjustment based on bolting the base to different points on a shelf. Claim 59 is for bending a wire pull frame device at a desired length.
12. The rejection of claims 60 and 62-64 is respectfully traversed. As shown in FIG. 2, Jarecki's rear box puller rests upon a base with cross-pieces 1, and the boxes rest on the "two longitudinally extending rods 23". Thus Jarecki teaches away from the claims 60 and 62-64 which provide a separate "container support".

"... Referring to FIGS. 1 and 2 simultaneously, the **shelf display system 10 includes a base 11 which rests upon a standard warehouse store shelf 12**. The base 11 consists of a series of transversely extending crosspieces 13 which are mounted on longitudinally extending support rods 14. (Jarecki col 4, lines 21-27)

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FIGS. 1, 2 and 4 also show the operation of the **rear box pullers, or rear container pullers**, shown generally at 21. As seen in FIG. 2, a rear box puller 21 includes a front handle 22, **two longitudinally extending rods 23 disposed on either side and adjacent to, but not connected to, an A-shaped support member 19**, and an upwardly protruding rear end portion 24 which engages the boxes of goods stored behind the box of goods on display. For example, when a

store clerk pulls the handle 22 of the rear box puller 21 shown at the right in FIG. 1, the box of goods 20 is engaged by rear end portion 24 (not shown in FIG. 1) and the clerk is able to move the right box 20 forward for restocking. (Jarecki col 4, lines 47-55)



13. Claims 66-68 have been withdrawn.

14. Applicant believes that Claims 1, 39, 41-44, 46-48, 49, 50-52, 55-56, 59, 60, 62-64, and 65 are in condition for allowance.

15. Thank you for your continued assistance in this application.

Dated: February 4, 2008

Respectfully submitted,

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No. of Application 10/811,659